LEO BURNETT COMPANY, *Inc.*

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A different new pipe tobacco called Field & Stream

It's already the favorite of over 100,000 pipe smokers—and consumer advertising has just started

New Field & Stream pipe tobacco is barely five months old, yet it's selling like a well-established brand. More than 100,000 pipe smokers have already switched to it, and consumer advertising has just started.

No other pipe tobacco ever got so popular so fast.

WHAT MADE FIELD & STREAM SUCH A SUCCESS?

Field & Stream is different. In aroma, cut and flavor!

The taste comes from a new aromatic blend of choice Burley and Bright tobaccos—a naturally smooth combination that doesn't skimp on flavor. The aroma is uniquely masculine. It's a outdoor kind of aroma that may remind you of an autumn day in the woods. The special "open-air" cut of plugs and flakes lets more air circulate in the bowl, so the smoke stays comfortable and cool.

WE'RE ADVERTISING NOW—IMPORTANTLY

Many more pipe smokers are finding out about Field & Stream through national network television commercials on Red Skelton, Perry Mason, East Side-West Side and CBS News plus advertisements in Popular Science, Esquire, Sports Afield, Outdoor Life, and Field & Stream.

STOCK UP NOW. Hard-hitting advertising is creating new Field & Stream smokers daily. Be sure your retail customers are ready to supply the demand. For extra profit for you and your customers, sell Field & Stream, the different new pipe tobacco.

Philip Morris
Incorporated

Source: https://www.industrydocuments.ucsf.edu/docs/gldy0004

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